

WHAT IS CLAIMED IS:

1. A method comprising:
 - receiving a request to transfer content to a customer;
 - obtaining a customer identifier (I.D.) associated with the customer; and
 - binding the requested content to the customer I.D.
2. The method of claim 1, wherein the content comprises a music title.
3. The method of claim 1, wherein said binding the requested content to the customer I.D. comprises encrypting the content using the customer I.D.
4. The method of claim 3, wherein encrypting the content using the customer I.D. comprises encrypting the content using a combination of the customer I.D. and a media key.
5. The method of claim 1, additionally comprising retrieving encrypted content corresponding to the content in response to receiving the request to transfer the content to a customer, wherein the encrypted content is encrypted using a title key, and wherein said binding the requested content to the customer I.D. comprises using the customer I.D. to encrypt the title key.
6. A method comprising:
 - receiving a request to transfer content to a customer;
 - retrieving encrypted content corresponding to the requested content, the encrypted content being encrypted by a title key;
 - obtaining a customer identifier (I.D.) associated with the customer; and
 - binding the requested content to the customer I.D. by using the customer I.D. to encrypt the title key.

7. The method of claim 6, wherein said binding the requested content to the customer I.D. by using the customer I.D. to encrypt the title key comprises combining the customer I.D. with a media key provided by the service.
 8. The method of claim 7, wherein said combining the customer I.D. with a media key comprises using a cryptographic one-way function.
 9. A method comprising accessing content encrypted with a title key, where the encrypted content is stored on a storage medium additionally having a Media Key block (MKB), and the title key that is encrypted (encrypted title key) using a customer I.D., said accessing comprising decrypting the encrypted content by:
 - obtaining the customer I.D. associated with a customer requesting the content;
 - using the customer I.D. to generate the title key; and
 - using the title key to decrypt the encrypted content.
 10. The method of claim 9, wherein said using the customer I.D. to generate the title key comprises:
 - generating a Media Key from Device Keys associated with a device to use the content and from a Media Key block (MKB) associated with a service providing the content; and
 - combining the Media Key and the customer I.D. to decrypt the encrypted title key.
 11. The method of claim 9, wherein the customer I.D. is provided by a user requesting the content.

- 12. The method of claim 9, wherein the customer I.D. is retrieved from the storage medium.
- 13. A method comprising accessing content encrypted with a title key, where the encrypted content is stored on a storage medium additionally having a customer I.D. associated with a customer requesting the content, a Media Key block (MKB), and the title key that is encrypted (encrypted title key) with a customer I.D., said accessing comprising:

processing the MKB to generate a Media Key by using Device Keys associated with a device for using the content;

decrypting the encrypted title key to form the title key by reading a customer I.D., and combining the customer I.D. and the Media Key; and

using the title key to decrypt the encrypted content.

- 14. The method of claim 13, wherein the combining the customer I.D. and the Media Key comprises using a cryptographic one-way function.
- 15. The method of claim 13, wherein the content comprises a music title.
- 16. A method comprising accessing encrypted content, where the encrypted content is stored on a storage medium additionally having a customer I.D. associated with a customer requesting the content, and a Media Key block (MKB), said accessing comprising:

processing the MKB to generate a Media Key by using Device Keys associated with a device for using the content; and

decrypting the encrypted title by reading a customer I.D., and combining the customer I.D. and the Media Key.

17. The method of claim 16, wherein the combining the customer I.D. and the Media Key comprises using a cryptographic one-way function.
18. The method of claim 16, wherein the content comprises a music title.
19. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to perform the following:
- receive a request to transfer content to a customer;
- retrieve encrypted content corresponding to the requested content, the encrypted content being encrypted by a title key;
- obtain a customer identifier (I.D.) associated with the customer; and
- bind the requested content to the customer I.D. by using the customer I.D. to encrypt the title key.
20. The machine-readable medium of claim 19, wherein said binding the requested content to the customer I.D. by using the customer I.D. to encrypt the title key comprises combining the customer I.D. with a Media Key provided by the service.
21. The machine-readable medium of claim 19, wherein the content comprises a music title.
22. An apparatus comprising:
- at least one processor; and
- a machine-readable medium having instructions encoded thereon, which when executed by the processor, are capable of directing the processor to:
- receive a request to transfer content to a customer;
- retrieve encrypted content corresponding to the requested content,

- the encrypted content being encrypted by a title key;
- obtain a customer identifier (I.D.) associated with the customer; and
- bind the requested content to the customer I.D. by using the
customer I.D. to encrypt the title key.
23. The apparatus of claim 22, wherein said binding the requested content to
the customer I.D. by using the customer I.D. to encrypt the title key
comprises combining the customer I.D. with a media key provided by the
service.
24. The apparatus of claim 23, wherein said combining the customer I.D. with
a media key comprises using a cryptographic one-way function.
25. An apparatus comprising:

a processor to obtain a customer identifier (I.D.), the customer I.D.
corresponding to a customer requesting content from a service; and

an encoder to bind the requested content to the customer I.D.
26. The apparatus of claim 25, wherein the content is encrypted using a title
key.
27. The apparatus of claim 25, wherein said encoder binds the content to the
customer I.D. by encrypting the title key using the customer I.D.
28. An apparatus comprising:

means to obtain a customer identifier (I.D.), the customer I.D.
corresponding to a customer requesting content from a service; and

means to bind the requested content to the customer I.D.

29. The apparatus of claim 28, wherein the requested content is encrypted using a title key.
30. The apparatus of claim 28, wherein the requested content is encrypted using the customer I.D.

DRAFT - PENDING EXAMINER REVIEW